

Non-Chocolate Candy Market Size, Share, and Outlook, 2025 Report- By Type (Caramel, Gummies, Hard Candies, Chewing Gums, Novelty Non-Chocolate), Source (Organic, Conventional), Flavor (Nut Flavors, Fruit Flavors, Others), Distribution Channel (Offline, Online), and Companies, 2021-2032

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Abstracts

Non-Chocolate Candy Market Outlook

The global Non-Chocolate Candy market is expected to register a growth rate of 10.3% during the forecast period from 2024 to 2032. The Non-Chocolate Candy market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Non-Chocolate Candy segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Caramel, Gummies, Hard Candies, Chewing Gums, Novelty Non-Chocolate), Source (Organic, Conventional), Flavor (Nut Flavors, Fruit Flavors, Others), Distribution Channel (Offline, Online). Over 70 tables and charts showcase findings from our latest survey report on Non-Chocolate Candy markets.

Non-Chocolate Candy Market Insights, 2025

The Non-Chocolate Candy Market in 2025 includes a diverse range of sweets such as gummies, hard candies, mints, and fruit chews that appeal to consumers seeking alternatives to traditional chocolate confections. Product innovation emphasizes natural flavors, reduced sugar content, and functional benefits like added vitamins or fiber.

Clean-label trends and allergen-free formulations increase appeal among health-conscious and specialty diet consumers. The market benefits from seasonal and gift-giving occasions, with wide distribution in supermarkets, convenience stores, and e-commerce platforms. Flavor diversification and packaging innovations drive sustained consumer interest and market growth.

Five Trends that will define global Non-Chocolate Candy market in 2025 and Beyond

A closer look at the multi-million global market for Non-Chocolate Candy identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Non-Chocolate Candy companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Non-Chocolate Candy industry?

The Non-Chocolate Candy sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Non-Chocolate Candy Market Segment Insights

The Non-Chocolate Candy industry presents strong offers across categories. The analytical report offers forecasts of Non-Chocolate Candy industry performance across segments and countries. Key segments in the industry include By Type (Caramel, Gummies, Hard Candies, Chewing Gums, Novelty Non-Chocolate), Source (Organic, Conventional), Flavor (Nut Flavors, Fruit Flavors, Others), Distribution Channel (Offline, Online). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Non-Chocolate Candy market size outlook is provided for 22 countries

across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Non-Chocolate Candy industry ecosystem. It assists decision-makers in evaluating global Non-Chocolate Candy market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Non-Chocolate Candy industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Non-Chocolate Candy Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Non-Chocolate Candy Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Non-Chocolate Candy with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Non-Chocolate Candy market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy,

Russia, and other Europe.

The US Non-Chocolate Candy market Insights Executives are most excited about opportunities for the US Non-Chocolate Candy industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Non-Chocolate Candy companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Non-Chocolate Candy market.

Latin American Non-Chocolate Candy market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Non-Chocolate Candy Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Non-Chocolate Candy markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Non-Chocolate Candy markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Non-Chocolate Candy companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include The Hershey Company, Nestle S.A. , Perfetti Van Melle, Meiji Holdings Co., Ltd., Cloetta, General Mills Inc., Muskoka Candy Company, Mondelez International, Lotte Confectionary Co.Ltd, HARIBO GmbH and Co. KG , Ferrero SpA, Sweet Candy Company , The Bang Candy Company, Sugarfina Inc., Jelly Belly Candy.

Non-Chocolate Candy Market Scope

Leading Segments

By Type

Caramel

Gummies

Hard Candies

Chewing Gums

Novelty Non-Chocolate

By Source

Organic

Conventional

By Flavor

Nut Flavors

Fruit Flavors

Others

By Distribution Channel

Offline

Online

Leading Companies

The Hershey Company

Nestle S.A.

Perfetti Van Melle

Meiji Holdings Co., Ltd.

Cloetta

General Mills Inc.

Muskoka Candy Company

Mondelez International

Lotte Confectionary Co.Ltd

HARIBO GmbH and Co. KG

Ferrero SpA

Sweet Candy Company

The Bang Candy Company

Sugarfina Inc.

Jelly Belly Candy

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Nestle S.A.

Perfetti Van Melle

Meiji Holdings Co., Ltd.

Cloetta

General Mills Inc.
Muskoka Candy Company
Mondelez International
Lotte Confectionary Co.Ltd
HARIBO GmbH and Co. KG
Ferrero SpA
Sweet Candy Company
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